

What is claimed is:

1. A process comprising:
 - forming a first mixture over a substrate, wherein first mixture
 - 5 includes a first mixture first fluid content, and that includes from about 75% to about 82% inorganics and the balance organics;
 - lowering the first mixture first fluid content to a first mixture second fluid content;
 - forming a second mixture over the first mixture , wherein the second
 - 10 mixture includes a second mixture first fluid content, and that includes from about 70% to about 86% inorganics and the balance organics;
 - lowering the second mixture first fluid content to a second mixture second fluid content; and
 - forming a finish film over the second mixture.
- 15 2. The process according to claim 1, wherein the substrate includes a paperboard layer, wherein forming the first mixture includes forming an aqueous mixture of the inorganics and the organics, wherein the aqueous mixture is up to about 40% liquid, wherein the inorganics include from about 0 to about 100%
 - 20 calcium carbonate, and the balance at least one of clay, kaolin clay, titanium oxides, niobium oxides, aluminum oxides, cerium oxides, thorium oxides, hafnium oxides, zirconium oxides, zinc oxides, aluminum trihydrate, uranium fluorides, and combinations thereof, and wherein the organics include from about 0 to about 100% of a composition selected from ethylene vinyl alcohol copolymer, polyolefin
 - 25 polymer, polyethylene polymer, polyvinyl acetate latex, styrene butadiene latex, styrene butadiene acrylonitrile latex, ethylene vinyl acetate latex, and combinations thereof.

3. The process according to claim 1, wherein the substrate includes a paperboard layer and a sizing layer, wherein forming a second mixture includes forming an aqueous mixture of the inorganics and the organics, wherein the aqueous mixture is up to about 40% liquid, wherein the inorganics include from about 0 to about 100% calcium carbonate and the balance at least one of clay, kaolin clay, titanium oxides, niobium oxides, aluminum oxides, cerium oxides, thorium oxides, hafnium oxides, zirconium oxides, zinc oxides, aluminum trihydrate, uranium fluorides, and combinations thereof, and wherein the organics include from about 0 to about 100% of a composition selected from ethylene vinyl alcohol copolymer, polyolefin polymer, polyethylene polymer, polyvinyl acetate latex, styrene butadiene latex, styrene butadiene acrylonitrile latex, ethylene vinyl acetate latex, and combinations thereof.

4. The process according to claim 1, wherein forming a finish film over the second mixture, results in a first mixture weight in a range from about 4 lb/3,000 ft² to about 10 lb/3,000 ft², a second mixture weight in a range from about 4 lb/3,000 ft² to about 10 lb/3,000 ft², a finish film weight in a range from about 6 lb/3,000 ft² to about 45 lb/3,000 ft², and a total weight from about 100 lb/3,000 ft² to about 400 lb/3,000 ft².

5. The process according to claim 1, wherein the first mixture is on the substrate at an outer surface, the substrate including an outer surface and an inner surface, the process further including:

forming a barrier film over the substrate inner surface, wherein forming a finish film over the second mixture, results in a first mixture weight in a range from about 4 lb/3,000 ft² to about 10 lb/3,000 ft², a second mixture weight in a range from about 4 lb/3,000 ft² to about 10 lb/3,000 ft², a finish layer weight in a range from about 6 lb/3,000 ft² to about 45 lb/3,000 ft², and a total weight from about 100 lb/3,000 ft² to about 400 lb/3,000 ft².

6. The process according to claim 1, wherein the first mixture is on the substrate at an outer surface, the substrate including an outer surface and an inner surface, the process further including:
- forming a barrier film over the substrate inner surface, wherein
- 5 forming the barrier film over the substrate inner surface is carried out substantially simultaneously with forming a finish film over the second dispersion.
7. The process according to claim 1, the process further including:
- folding the substrate into a container.
- 10 8. The process according to claim 1, the process further including:
- associating a commercial product with the substrate.
9. The process according to claim 1, the process further including:
- 15 skiving a portion of the substrate.
10. A packaging article comprising:
- a substrate including a first side thereof;
- a brightener first film above the substrate, wherein the brightener first
- 20 film includes calcium carbonate in a first amount, and brightener particles in a second amount, wherein the first amount is more than the second amount, and wherein the brightener first film includes at least one binder;
- a brightener second film above the first brightener film, wherein the
- brightener second film includes calcium carbonate in a third amount, and brightener
- 25 particles in a fourth amount, wherein the fourth amount is more than the third amount, and wherein the brightener second film includes at least one binder; and
- a finish third film above the brightener second film.

11. The packaging article according to claim 10, wherein the calcium carbonate in the brightener first film has a higher calcium carbonate/brightener particles ratio than the calcium carbonate in the brightener second film.

5 12. The packaging article according to claim 10, wherein the calcium carbonate in the brightener first film has a calcium carbonate/brightener particles ratio from about 50% to about 100 %.

10 13. The packaging article according to claim 10, wherein the calcium carbonate in the brightener second film has a calcium carbonate/brightener particles ratio from about 0% to about 50 %.

14 The packaging article according to claim 10, wherein the brightener particles are selected from clay, kaolin clay, titanium oxides, niobium oxides,
15 aluminum oxides, cerium oxides, thorium oxides, hafnium oxides, zirconium oxides, zinc oxides, aluminum trihydrate, uranium fluorides, and combinations thereof.

15 15. The packaging article according to claim 10, wherein the brightener first film includes from about 12% to about 25% of a mixture including polyvinylacetate (PVAc) latex and styrene butadiene (SBR).

25 16. The packaging article according to claim 10, wherein the brightener first film includes from about 12% to about 25% of mixture, and the balance the calcium carbonate and the brightener particles, and wherein the at least one binder includes polyvinylacetate (PVAc) latex and styrene butadiene (SBR), wherein the PVAc latex and the SBR are in a ratio of about 10:9.

17. The packaging article according to claim 10, wherein the binder in the brightener first film includes about 10 parts polyvinylacetate (PVAc) latex about 9 parts styrene butadiene (SBR), and the balance includes the calcium carbonate and the brightener particles in a ratio from about 20-80 parts calcium carbonate and
5 about 20-80 parts brightener particles.

18. The packaging article according to claim 10, wherein binder in the brightener second film includes from about 14% to about 30% of a mixture including polyvinylacetate (PVAc) latex and styrene butadiene (SBR).

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19. The packaging article according to claim 10, wherein the binder in the brightener second film includes from about 14% to about 30% of a mixture including polyvinylacetate (PVAc) latex and styrene butadiene (SBR), and the balance the calcium carbonate and the brightener particles, and wherein the PVAc
15 latex and the SBD are in a ratio of about 1:1.

20. The packaging article according to claim 10, wherein the binder in the brightener second film includes about 12 parts polyvinylacetate (PVAc) latex and about 12 parts styrene butadiene (SBR), and wherein the balance includes the
20 calcium carbonate and the brightener particles in a ratio from about 20-80 parts calcium carbonate and about 20-80 parts brightener particles.

21. The packaging article according to claim 10, wherein the finish third film is selected from ethylene vinyl alcohol copolymer, polyolefin polymer, polyethylene polymer, nylon polymer, polypropylene polymer, polyvinyl acetate
25 latex, styrene butadiene latex, styrene butadiene acrylonitrile latex, ethylene vinyl acetate latex, and combinations thereof.

22. The packaging article according to claim 10, wherein the packaging article has a gable-top package configuration.

23. The packaging article according to claim 10, wherein the packaging article has a gable-top package configuration with an inner surface and the finish third film has an outer surface, and wherein the gable-top package is skived.

24. A packaging system comprising:
a folded and bonded substrate including first outer surface and a second inner surface, wherein the substrate includes a first side thereof;
a brightener first film above the substrate, wherein the brightener first film includes calcium carbonate in a first amount, and brightener particles in a second amount, wherein the first amount is more than the second amount, and wherein the brightener first film includes at least one binder;
optionally, a brightener second film above the first brightener film, wherein the brightener second film includes calcium carbonate in a third amount, and brightener particles in a fourth amount, wherein the fourth amount is more than the third amount, and wherein the brightener second film includes at least one binder;
a finish third film above the brightener first film; and
a commercial product disposed within the folded and bonded substrate.

25. The packaging system according to claim 24, wherein the finish third film is above and on the brightener second film.

26. The packaging system according to claim 24, wherein the packaging system has a gable-top package configuration.

27. The packaging article according to claim 24, wherein the packaging system includes a skived edge.